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Amendment to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1-14 (Cancelled)

15. (withdrawn) A method of receiving an alert management message transmitted to a plurality of recipients on a broadcast channel comprising:

testing a first data field, the first data field identifying at least one target recipient;

ignoring the alert management message when the recipient is not a target recipient; and

recovering the alert management message when the recipient is a target recipient.

16. (withdrawn) The method of claim 15 further comprising:

testing a second data field, the second data field identifying an action by the recipient; and
performing the action.

17. (withdrawn) The method of claim 15 further comprising:

testing a second data field, the second data field identifying an alert management state for the recipient; and

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assuming the alert management state.

18. (withdrawn) An article comprising a computer-readable medium that stores computer-executable instructions for receiving a alert management message transmitted to a plurality of recipients on a broadcast channel, the instructions causing a machine to:

test a first data field, the first data field identifying at least one target recipient;

ignore the alert management message when the recipient is not a target recipient; and

recover the alert management message when the recipient is a target recipient.

19. (withdrawn) The article of claim 18, the instructions further causing the machine to:

test a second data field, the second data field identifying an action by the recipient; and

perform the action.

20. (withdrawn) The article of claim 18, the instructions further causing the machine to:

test a second data field, the second data field identifying an alert management state for the recipient; and

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assume the alert management state.

21. (New) A head end system, comprising:

an input configured to receive interactive communication from one or more clients, the interactive communication including one or more received alerts;

an alert handler configured to receive information indicative of the one or more received alerts, the alert handler configured to generate a broadcast alert management message in response to at least one of the received alerts; and

an output configured to broadcast the broadcast alert management message.

22. (New) The system of claim 21, wherein the alert handler is configured to generate a first broadcast alert management message in response to a first received alert at a first time, and further configured to generate a second broadcast alert management message in response to the first received alert at a second time subsequent to the first time.

23. (New) The system of claim 21, wherein the broadcast alert management message comprises a parameter indicative of one or more target clients of the one or more clients.

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24. (New) The system of claim 21, wherein the alert handler is configured to generate a first broadcast alert management message in response to a first received alert, and wherein the broadcast alert management comprises an alert type based on the first received alert.

25. (New) The system of claim 21, wherein the alert handler is configured to generate a first broadcast alert management message in response to a first received alert, and wherein the broadcast alert management comprises status information based on the first received alert.

26. (New) The system of claim 25, wherein the status information comprises information to disable client alert initiation.

27. (New) The system of claim 25, wherein the status information comprises information to enable client alert initiation.

28. (New) A method comprising:
receiving an alert from a first client over an interactive communication channel;
generating an alert management message using the alert; and

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transmitting the alert management message to the first client and a plurality of other clients over a broadcast channel.

29. (New) The method of claim 28, wherein the alert management message identifies only the first client as the target of the alert management message.

30. (New) The method of claim 29, further comprising:
receiving the alert management message at a second client different than the first client;
determining that the second client is not the target of the alert management message; and
ignoring the alert management message at the second client.

31. (New) The method of claim 28, wherein the transmitting the alert management message to the first client and a plurality of other clients over the broadcast channel comprises transmitting the alert management message at a first time, and further comprising transmitting the alert management message to the first client and a plurality of other clients over the broadcast channel at a second time.

32. (New) The method of claim 31, further comprising:

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receiving at a target client of the first client and the plurality of other clients the alert management message transmitted at the first time;

performing one or more actions at the target client based on receiving the alert management message transmitted at the first time;

receiving at the target client the alert management message transmitted at the second time; and

ignoring at the target client the alert management message transmitted at the second time.

33. (New) An article comprising one or more storage media having stored thereon instructions that when executed by one or more machines results in the following:

receiving a received alert from a first client over an interactive communication channel;

generating an alert management message using the received alert; and

transmitting the alert management message to the first client and a plurality of other clients over a broadcast channel.

34. (New) The article of claim 33, wherein generating the alert management message comprises generating information

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indicative of at least one of one or more target clients for the alert management message.

35. (New) The article of claim 33, wherein generating the alert management message comprises generating information indicative of the received alert.

36. (New) The article of claim 33, wherein generating the alert management message comprises generating information indicative of at least one of an action to be performed and a state to be initiated in a target client of the alert management message.